

Who is Who at Hawaii Tourism Europe

Amanda Hills — With 20 years experience of working in the travel industry, Amanda Hills boasts extensive knowledge and key contacts across the tourism field.



Raised in Bermuda, Amanda soon developed a taste for the exotic and after graduating from Thames Valley University with a degree in Business Studies, a career in travel was a natural progression. Her career immediately went from strength

to strength; indeed she was soon General Manager for the International Leisure Group – the 2nd largest tour operator in the UK for eight years running.

In 1990 Amanda set up Sunworld with other key industry members, which, after acquiring Neilson holidays, was bought by Thomas Cook. Then, after senior Marketing roles with both Eurotunnel and Representation Plus, Amanda was keen to set up her own business. In 1995 Interface International was created, and after rapid expansion merged with Blue Marketing in 2002 to become Hills Balfour. Involved in a range of disciplines during her career, from developing, launching and implementing world-wide trade and consumer marketing strategies to managing and launching PR strategies for a range of tourist boards, Amanda has certainly become an established expert in her field.

In her spare time Amanda keeps fit by running around after her two young sons! She also, despite regular trips abroad and a suitcase for a home, still loves to travel. Indeed, following a fantastic first trip to Hawaii in November 2003 she is now even more enthusiastic than ever about the destination and her energy and enthusiasm has filtered throughout the entire team at Hawaii Tourism Europe.

Keith Mangum — began his career in travel and tourism in 1975. In 1976, he started a 15-year-career with Hyatt Hotels Corporation in various positions worldwide.



Having lost his heart in Bavaria, Keith opened the Munich office for sales and marketing for the Hyatt Hotels Corporation in 1988. Three years later Mangum Management GmbH was founded, providing sales, marketing and representation services for international travel and tourism clients in the German-speaking markets.

In the following years, a number of associated companies were formed and partnership alliances were entered into to service an increasing level of business and demand for integrated marketing. Today, the Mangum Group of companies provides marketing and communication services throughout Europe with affiliate offices in more than 30 countries worldwide.

Keith actually lived on Oahu in the 70's, in Waikiki and the North Shore whilst working for Hyatt, experiencing pure Aloha Spirit. After being awarded the contract to represent Hawaii in the European market, it was like "coming home". Keith is married, with 5 children and another child on the way. He says his golf handicap is to embarrassing to talk about.

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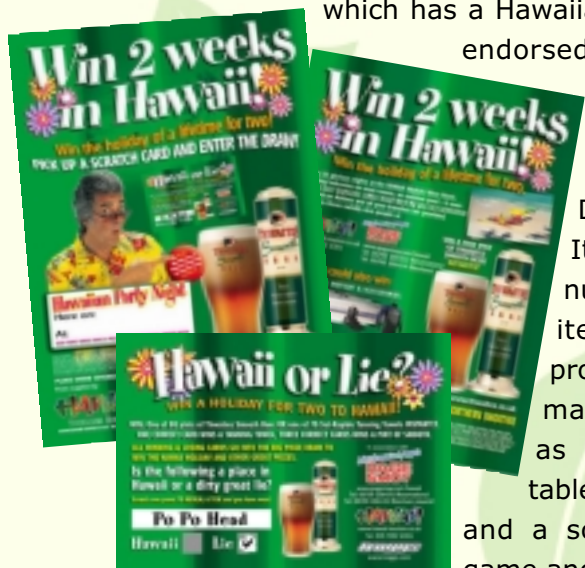
A promotional campaign, with Daniel Thwaites Brewery kicks off in September, backed by extensive press and publicity. The campaign,

which has a Hawaiian theme is endorsed by the

popular UK Celebrity David Dickinson.

It consists of numerous items of promotional material such as posters, table tent cards and a scratch card game and will be run

in 300 outlets. The campaign will run over a 4 week period Sept – Oct 2004 with the culmination being a Hawaiian party night in each outlet. During the course of the promotion we expect this activity to be seen by at least 2.5 million people.



Going for Golf!

A series of advertisements with American Golf Holidays will run during the course of September and October in Golf World Magazine and



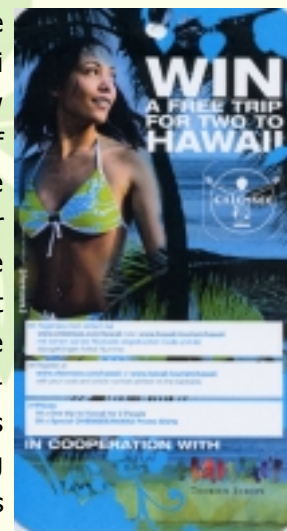
Bunkered Magazine tempting our UK golfers to Hawaiian tees.

Hawaii Chiemsee Brand Marketing Alliance

HTE and Windsurfing Chiemsee are currently preparing an extensive pan-European brand marketing alliance campaign. Windsurfing Chiemsee (www.chiemsee.com) is a very high-quality outdoor & lifestyle fashion brand, with a "surfers touch", and therefore an ideal partner for Hawaii Tourism Europe. The new 2005 summer collection of Chiemsee is named "Blue Hawaii", a perfect starting for a joint campaign where the destination Hawaii will benefit from.

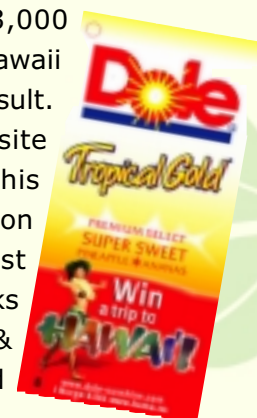
Within the 9-month campaign (January – September 2005), activities include a Hawaii-branded tag on 450,000 Chiemsee products all over Europe, with focus on German-speaking Europe and UK. Moreover, around 100,000 Hawaii flyers will be distributed in 350 Chiemsee shops and via HTE, airline and hotel partner.

Hawaii themed events, e.g. with grand opening of Chiemsee's new flagship store in Munich and Chiemsee ISPO event as well as extensive PR work and online promotion will complete this outstanding coop campaign.



Dole Promotion

The very successful Dole Hawaii campaign ended after a five-month period of promotional activities on August, 31. More than 33,000 participants took part in the Hawaii sweepstakes, a tremendous result. The Hawaii and Dole website counted in total during this promotion more than 1.5 million page impressions and almost 100,000 page visits. Many thanks again to sponsors Aston Hotels & Resorts, Eest Reisen and United Airlines.



50 First Dates DVD Release Promotion

The DVD release of 50 First Dates is scheduled for October 12th in Germany. In cooperation with OVB, United Airlines, McFlight, Hilton Hawaiian Village, Sea Life Park and Columbia Tristar Home Entertainment, HTE will be realising a whole bunch of activities. An online sweepstakes on OVB's translated 50 First Dates minisite will be up and running from end of

September on. Furthermore, promotions will be done with DVD chain World of Video, young fashion store Orsay and Entertainment Media Verlag, a publishing company that runs various movie and TV related magazines and www.kino.de. More information on the single campaigns will follow in the next months' newsletters. A Hawaii sticker, promoting all these activities, will be put on 150,000 DVDs.



Hawaii-themed Cube booth at EUROBIKE show

Cube Bicycles continues its Hawaii promotion. On the EUROBIKE show in Friedrichshafen, Germany,



bike show No. 1 in Europe, Cube was present with a Hawaii themed booth. Hawaii brochure material has been distributed, a Hawaii related sweepstakes with raffle of Hilo Hattie T-Shirts and Willie & Amy CDs attracted even more people to the booth.

Tourism Market News

German agents develop own package products

Several German travel agency chains are developing their own package products to improve margins and deepen customer loyalty. But bypassing tour operators to seal direct deals with hoteliers remains a risky business.

Travel agents in Germany who have been hard hit by falling commissions for airline sales and the poor tourism market over the last three years are looking to alternative sources of revenues and profits. Their traditional core business of selling package holidays is increasingly under threat as tour operators build up direct online sales to consumers and online portals start to offer packages.

Manchester Airport News!

Hawaii will feature in the Discover Newsletter for Manchester Airport. The newsletter will be distributed to a 1.7 million targeted database on the 20th September with the opportunity to win a two week holiday in Hawaii courtesy of Page & Moy & HTE.



Sales Blitz Switzerland & Hawaii Starwood Dinner

During a 2-day sales blitz in Zurich, Switzerland, HTE met all Swiss key tour operators and discussed future marketing activities. All tour



operators showed a high satisfaction with the current booking situation for Hawaii. Most of the Swiss programs have lately been extended. The sales blitz has been completed by staff trainings with the Hotelplan and Kuoni reservation team. An Aloha Hawaii dinner in cooperation with Starwood Hawaii,

represented by Karin Jones, was held in the Seerose, Zurich.

Hawaii Sweepstakes in Swiss "Sonntagszeitung"

Hawaii was topic in "Sonntagszeitung", Switzerland's largest Sunday newspaper (circulation 220,100). In cooperation with Skytours tour operator and Outrigger Hotels and Resort, a trip to Hawaii was raffled – several questions on the destination had to be answered and informed on the Aloha archipelago. The Hawaii promotion will be completed by a 1/4 page advertising of a Hawaii package offer, provided by Skytours.



Marketing & PR Calendar

**Hawaii promotion at Horizont Masters
Golf tournament, Seefeld, Austria
(September 10-12)**

**Premier Travel Holiday Show
(September 12)**

**NCL Brochure Launch
(September 13)**

**Sales Blitz Paris & Lyon, France
(September 24 - 28)**

The Big Trip, Ireland (September 25)

**TTG Roadshow "Romance & Honeymoon",
Italy (September 27-30)**

**Top Resa Deauville, France
(September 30 - October 2)**

**PATA meets North of England
(September 30)**

**National Wedding Fair, London
(October 1 - 3)**

**Tour America Travel Fair, Ireland
(October 10)**

**United Vacations Fam Trip, UK
(October 11 - 18)**

**National Wedding Show Birmingham
(October 15 - 17)**